

DRAFT UNTIL APPROVED

MINUTES

REGULAR MEETING OF
CITY OF ALAMEDA ECONOMIC DEVELOPMENT COMMISSION
THURSDAY, SEPTEMBER 15, 2011
7:00 PM

1. CALL TO ORDER AND ROLL CALL

Acting Chair Reeves called the meeting to order at 7:10 p.m.

Present: Acting Chair Reeves. Commission Members: Dahlberg, McKean, Richards, and Robillard

Absent: Commission Members: Ryan

Vacancies: (3)

Staff: Eric Fonstein, Rosemary Valeska

At this time, Acting Chair Reeves read aloud an e-mail from Justin Harrison dated September 15, 2011, stating that he was officially resigning from the EDC, as he was no longer a resident of Alameda.

2. MINUTES

2.a. Minutes of the Regular Meeting of April 21, 2011

2.b. Minutes of the Regular Meeting of May 19, 2011

2.c. Minutes of the Regular Meeting of June 15, 2011

The minutes of all three meetings were unanimously approved as submitted.

3. CONSENT CALENDAR

(None)

4. ORAL COMMUNICATIONS – PUBLIC

(None)

5. UNFINISHED BUSINESS

(None)

6. NEW BUSINESS

6.a. Presentation on Draft Food Truck Program Guidelines

Mr. Fonstein recapped the staff report and gave a PowerPoint presentation, which will be made available on the City website. Following the presentation, the floor was opened for Commission Member questions and comments (*staff responses in italics*):

Economic Development Commission
October 20, 2011 Regular Meeting
Item 2.a.

- Who initiated this process – the City or the trucks? (Dahlberg). *Alameda South Shore Center obtained a permit from the City to provide catering trucks as part of their July 4th event. They would like to have the option of allowing trucks on the beach side of the center in order to attract beachgoers. Trucks would also be an easy way to provide food for the LBNL second campus.*
- Is the City going after these trucks? (Dahlberg). *Proposed operators can use a service like Off the Grid to rent trucks.*
- Is there an association of truck groups? (Dahlberg) *The National Conference of Food Truck Operators recently met in San Francisco. There is a food truck association in Los Angeles. Food trucks are widely used in Austin, Portland, and Seattle; other cities are revising their codes.*
- Who is responsible for clean-up in public lots? (Robillard). *The City would require them to clean up. The City will check with other cities to see how they handle that.*
- How will diversity (of food) be maintained? (Robillard). *The City would want a description of the operator and the type of food. Part of the attraction is the new creative menus and the diversity of food.*
- This is a good idea that we should pursue (Richards).
- How would the City make money on this? (Dahlberg). *The City considers this to be cost-neutral and not anticipated as a revenue source, but rather done in conjunction with other economic development activities. Harbor Bay Business Park needs more amenities as will LBNL.*
- Would this discourage a restaurant from opening up and paying taxes? (Reeves). *The City would monitor that and would work with the business associations regarding location. Other cities have found that food trucks can complement brick-and-mortar restaurants.*
- What about ice cream trucks? (Reeves). *Those are currently exempted.*
- The City needs to make money. The trucks should pay the same as other businesses in town (Reeves).
- Questions the demand for this in Alameda – we are not San Francisco or a large city (McKean). *The City would review location and demand.*
- Street vendors are not paying taxes because their sales are cash (Reeves).
- You don't want to put local businesses out of business (Robillard).
- The trucks should pay for business licenses, the Business Improvement Area, and taxes. They should not have an unfair

advantage over regular businesses. Added that McDonald's on Shoreline would not appreciate having food trucks parked at South Shore Center cutting into their business (Reeves).

- Agreed with Acting Chair Reeves. Do we want them here if they change the ethos of Alameda by creating a carnival atmosphere? Objects to the idea. Does not see a need for them (Dahlberg).
- Commission Member Richards stated that he was open to it. It would help people who don't want to spend a lot for lunch.
- There are all kinds of local restaurants that are reasonably priced, e.g., Nations on Webster (Dahlberg).
- Does not want to give food trucks an unequal footing with fixed businesses (Reeves).
- Regarding LBNL, we don't want to have a Webster restaurant close as a result of food trucks being allowed near the campus. The food trucks should be taxed at the same rate, should be required to join the BIA, and pay a Measure A parcel tax (McKean).
- Food trucks on vacant lots should be required to pay into the BIA. Keep them on an equal footing with regular businesses (Reeves).

6.b Nomination of Chair and Vice Chair for 2011-12

Acting Chair Reeves was the sole nominee for Chair. Commission Member McKean was the sole nominee for Vice Chair. The election will be agendized for the next regular meeting.

7. REPORTS

7.a. Report from Commission Member Robillard – EDC representative to the Webster Vision Implementation Committee

Commission Member Robillard stated that the committee had not met in September and therefore, had nothing new to report.

7.b. Report from Commission Member Richards regarding the activities of the America's Cup Committee

Commission Member Richards stated that this committee now has official City status and is subject the Brown Act, which requires that items under discussion must be agendized and this limits how fast and how far they can go. The committee has been meeting at least every two weeks. Alameda needs to be realistic about competing with San Francisco. Alameda's main advantage is proximity.

Mr. Fonstein added that he and Community Development Director Lori Taylor recently attended a meeting in San Francisco for local cities convened by the America's Cup Authority. The Authority announced that the race course was being redesigned and as a result, the big loop that

was supposed to go by Belvedere and Tiburon is now going to be a shorter oval that goes by Alcatraz, underneath the Golden Gate Bridge, and then in front of Fisherman's Wharf. This will in effect eliminate the perimeter and opportunities for a number of boats to park along the race course. The Authority will be selling permitted areas with flags so it can be enforced. The Authority will need to be cognizant of providing adequate view corridors from Treasure Island and the shoreline. The Authority also announced that there is strict branding control over the name "America's Cup," which will be closely watched. A website is being created for the purpose of inventorying space available and vendors. These businesses will need to be vetted by the Authority before they are published on this website.

8. WRITTEN COMMUNICATIONS

8.a. Upcoming EDC Agenda Items

Mr. Fonstein recapped the staff report and added that Lori Taylor would be officially introduced to the EDC at the October meeting.

9. ORAL COMMUNICATIONS – COMMISSION MEMBERS AND STAFF

- Acting Chair Reeves stated that he wants the Commission to be regularly updated regarding new businesses and business retention. He cited the former Good Chevrolet site and VF Outdoor. Mr. Fonstein responded that the new VF Outdoor campus would be ready by summer 2012.
- Commission Member McKean stated that he wants to know what the City is doing to grow revenue.

10. ADJOURNMENT

The meeting was unanimously adjourned at 8:08 p.m.

Respectfully submitted,

Rosemary Valeska
EDC Recording Secretary

Draft Food Truck Program Guidelines

Economic Development
Commission

September 15, 2011

Gourmet Food Trucks



Spencer On The Go
French Bistro

Gourmet Food Trucks



Hapa
Filipino Cuisine

Gourmet Food Trucks



Roli Roti
(4.5 star Yelp rating, 527 reviews)



Cupkates
(4.5 star Yelp rating, 419 review)

Gourmet Food Trucks

- Provide interim, active uses for vacant parcels.
- Attract people to under-used or under-serviced areas.
- Promote business growth, especially for new small businesses.

Proposed Program

1. Revise Alameda Municipal Code.
2. Create guidelines and standard conditions of approval.
3. Develop outreach and implementation strategy.

Draft Guidelines

- One-time events fall under Special Event Permits.
- Recurring or permanent food truck uses will require Use Permits.

Proposed Standard Conditions and Restrictions

- Consistent with business environment (e.g. hours, lighting, solid waste, allowable days)
- Coordinate with business districts.
- Proof of permits and fees.
- Allowed in permitted areas.

Proposed Standard Conditions and Restrictions

- Generally, will not be allowed in public right of ways and public property.
- Certain exceptions.
- Private property owner approval.
- Other conditions:
 - Number of trucks allowed on site.
 - Signage.
 - Lighting.
 - Traffic circulation plan.

Scolari's at the LBNL Public Meeting (July 13, 2011)



Scolari's On Park Street
(4.5 star Yelp rating, 173 reviews)

Outreach and Implementation

- WABA, PSBA, GABA, Alameda Point Tenants, and South Shore Shopping Center.
- Off the Grid.
- Small Business Development Center.

Off The Grid Market Events



Next Steps

- Consolidate comments into revised document.
- Present to interdepartmental Design Review Team for refinement.
- Present to City Council later this year for approval.